

Trajectory Series Bootcamp – Session 1

Dave Parker

www.dkparker.com

@DaveParkerSEA



Overview

- Month 1 – February 20
- Month 2 – March 19, Customer Development, How Startup Make \$\$, Go-to-Market
- Month 3 – April 16, Product MVPs, Testing Your Hypothesis
- Month 4 – May 21, Fundraising Fundamentals
- Month 5 – June 18, Final Pitch Reviews

To have a priority spot to pitch, you will need to attend all sessions and do the work.

Session Format

- Tonight
 - Dinner (networking)
 - Content w/ Q&A

- Upcoming Session
 - Dinner/Mentor feedback (WHO HAVE DONE THE WORK!)
 - Content with Q&A

- Final Session – Pitch Reviews
 - Priority to participants with 100% attendance
 - Doing the work

Session 1 Agenda

- ▣ Intro
- ▣ Ideation
- ▣ Market Sizing
- ▣ Telling Your Story in 10/12 Slides
- ▣ Awkward Co-Founder Discussions

Presentation & Resources

All Slide, resources, and recordings will be at:

- ▣ <https://www.dkparker.com/ts-live-seattle-2024/>
- ▣ <https://www.DKParker.com/blog>
- ▣ <https://www.amazon.com/~e/B00288QXJE>

About Dave

- 5X founder, Board Member, former SVP Programs at UP Global (Startup Weekend + Startup America)
 - Startup Next creator and Startup Week
- Senior Partner, Fearless.fund
- Author – "[Trajectory: Startup – Ideation to Product Market/Fit](#)"
- >15 transactions – 8 sell side, 2 buy side now with [NextPath Advisors](#)
- WTIA Startup Programs Board Chair



Rules of the Road

- ▣ Ask questions as we go – especially if I talk too fast!
 - ▣ Meta questions please! Not just about your company
- ▣ Don't Ramble – I'll interrupt
- ▣ Virtually...
 - ▣ Network – you need to build you network for the future starting today
 - ▣ #GiveFirst – you have complimentary skills around you

Score Yourself

1-4

Team: Why you, balanced team (talents, diversity), domain experts, serially successful founders, great company experience

Idea: Are you solving a problem? New or existing problem, big category (vs tool), early/late continuum, technical achievable, pain pill or vitamin

Product: do you have a product, how mature, customer first, solid design, clear roadmap to scale

Market/Customer: big market (TAM/SOM), cash available, new or nascent market?

Competition: How many incumbents, funding status, are you incremental better or 10X better?

Traction: Customer validation, revenue, improving unit economics?

Timing: Why now? Are you late, early, too early?

Revenue Model/Finance: How will you monetize your idea? Do you have a basic budget on spending, big or small economics

IP/Moat: Is your idea defensible? Can you build a moat over time?

Clear Ask: What do you need help with? Advice, funding, introduction, help finding staff?

Total out of 40

Venture Ready

Fast NO

- ▣ Market
- ▣ Team
- ▣ Product
- ▣ Traction

Slow Yes

- ▣ Idea
- ▣ Competition
- ▣ Business Model/Finance
- ▣ Timing
- ▣ Intellectual Property/Moat
- ▣ Clear Ask

Addressing the Weaknesses

- ▣ Where were you weak
- ▣ How would you answer differently
- ▣ What can you change now – before final pitches?

- ▣ Don't ignore the elephant in the room – investors won't!

Starting with your Why?

[Link](#) to Simon Sinek Video



Starting with Why!

- ▣ Doing a startup is difficult, odds of failure are high
 - ▣ Shackleton graphic
 - ▣ Simon Sinek Video
 - ▣ About the \$\$
 - ▣ Changing the world
 - ▣ Solving a problem
 - ▣ Big or little
 - ▣ Expensive or cheap
 - ▣ A lot of solutions or not many
 - ▣ Unique Intellectual Property – or not

Passion is important – but not sufficient

Questions?

Take 5 minutes now and write
down your Why

Now – let's talk about WHAT
you're pitching!

Your WHY won't matter, if...

You can't explain "WHAT" you are doing.

If there is no novelty in "HOW" you are doing it.

Two Startup Epochs

Product & Companies

- ▣ Products aren't fundable – Companies are fundable
- ▣ Lifestyle businesses – won't funded
- ▣ Local vs. Scalable businesses

Which one will you be?

- ▣ Services vs Product
 - ▣ Exit multiples

Services Company

- ▣ Your competitors are buying from someone today.
- ▣ Why should they buy from you?
- ▣ What's your unique value proposition?
- ▣ Culture matters

Product Company Epochs

▣ BC

▣ Pre Internet

▣ Pre Game of Thrones

▣ AD

▣ Post Internet

▣ Post Game of Thrones

You?

▣ Pre Product-Market Fit

▣ Risk Capital

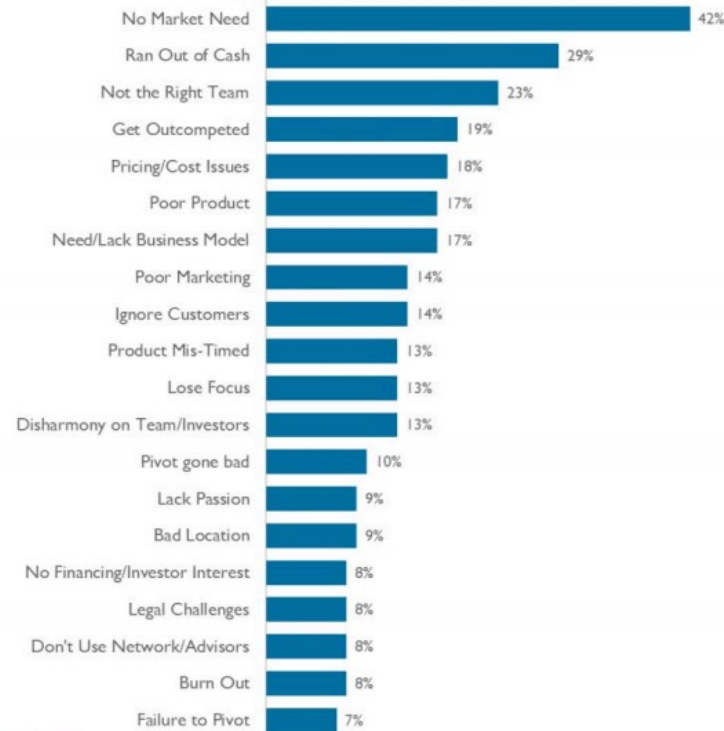
▣ Post Product-Market Fit

▣ Growth Capital

Why Startups Fail

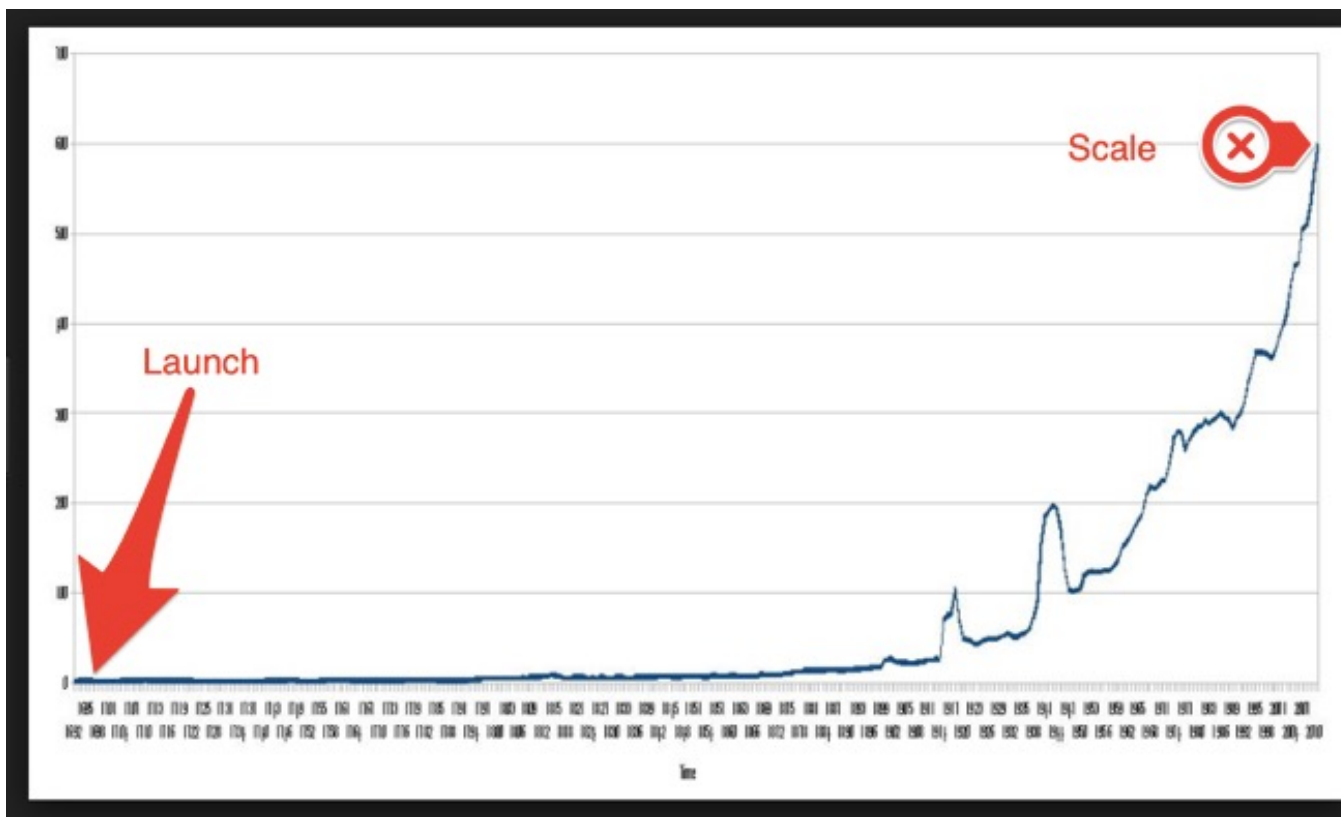
Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



www.cbinsights.com

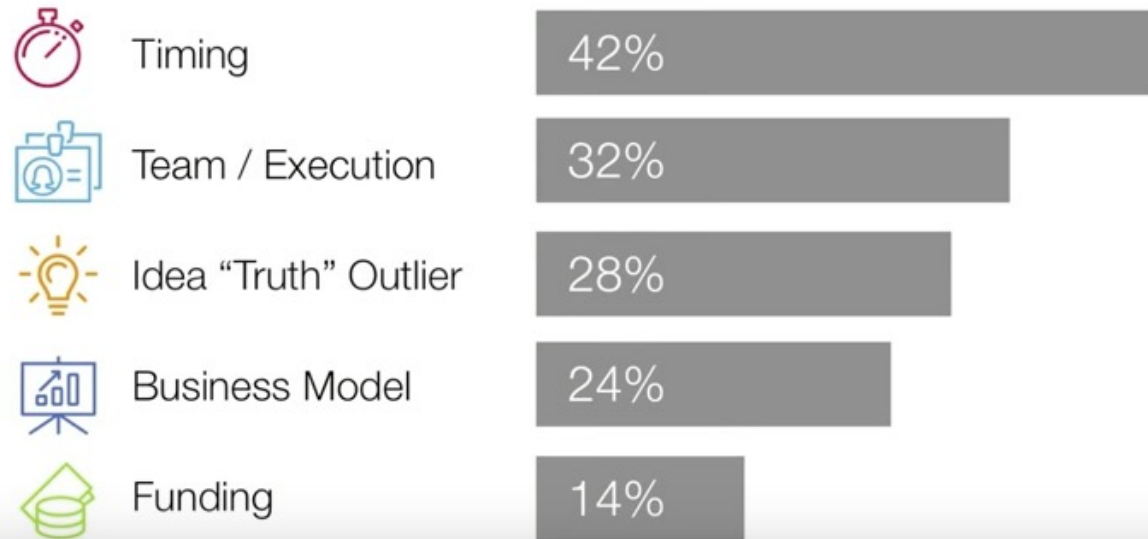
Launch & Survive



Judging a Startup – Bill Gross

Ultimate success – AT SCALE – Assumes good market

Top 5 Factors in Success Across More Than 200 Companies



What Problem/Opportunity

- ▣ What's the problem
 - ▣ Pain Pill
 - ▣ Vitamin
- ▣ What's the opportunity
- ▣ Solving for who?
- ▣ Can you create and capture value?
 - ▣ Who will pay?

Ideas vs Products vs Platforms

Ideas vs product

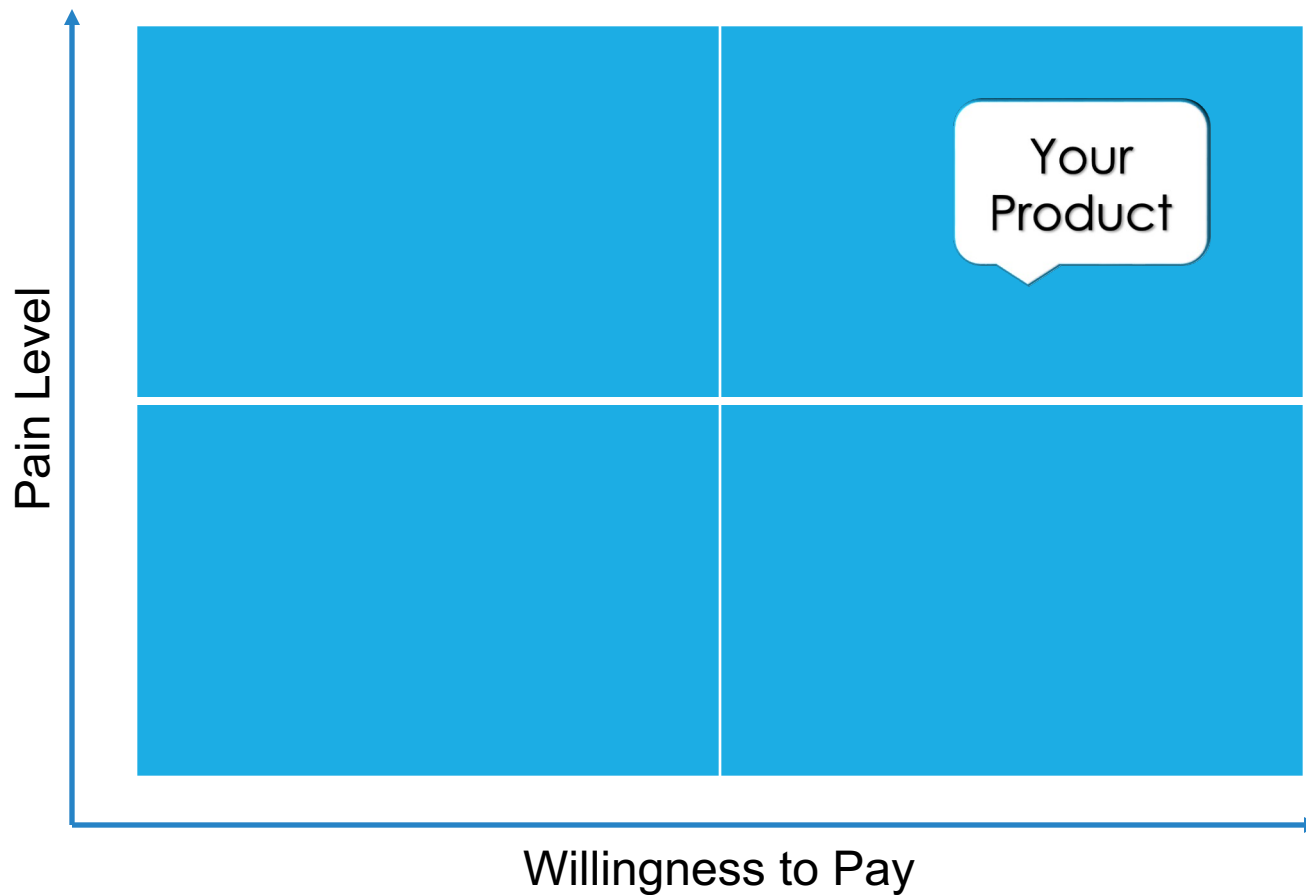
Ideas

- ▣ Abstract
- ▣ Concepts
- ▣ Cheap

Products

- ▣ Concrete
- ▣ Actionable
- ▣ Require execution

Customer Perspective



Capital Efficiency

- ❑ Does your idea require an enormous amount of capital?
 - ❑ Physical infrastructure
 - ❑ Long time frame
 - ❑ Think Tesla
- ❑ Capital Efficient
 - ❑ Virtual work in software
 - ❑ Using Amazon AWS
 - ❑ Think Salesforce.com

Platforms

- Are like AWS – you can build, deploy and manage on top of them
- Early on, be a product, solve a problem.
- When investors hear “platform” early (pre-revenue, early product) they just wonder if you really have anything!

Categorizing your Solution

	Product	Service
B2B	Salesforce	Consulting
B2C	Games	For profit school

13 Ideation Frameworks

1. Problem/Solution

- Example: 1Password replaces the need to remember ridiculously long password
- Nearly all B2B startup, many B2C startup

2. Friction/Annoyance “Pain Pill”

- Examples: BREX credit card for startup companies based on Silicon Valley Bank profile vs founder personal credit.
- Observing friction where things shouldn't be that hard
- Example: First screen apps on your phone vs. third or fourth screen apps on your phone
- Contrast Strava – core data for my activities to Relive – flyover after the activity is done.
- Nearly any app store app that Apple has copied

3. Power to the People!

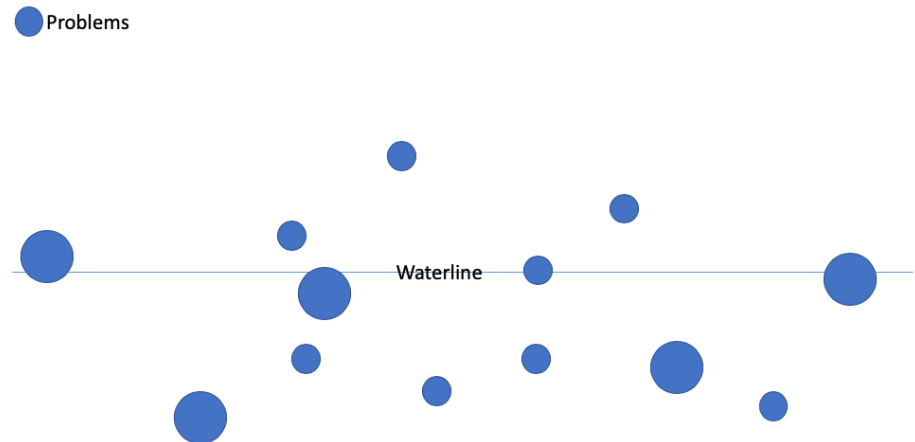
- Example: Expedia and Zillow. Formerly closed data sets made available to users to search for travel (Saber) or houses (MLS)
- Where will your users find the data

4. Ecosystem view

- ▣ Example: Uber Elevate or flying cars requires
 - ▣ Flying cars
 - ▣ Trained pilots
 - ▣ Power on rooftop parking garages
 - ▣ Systems to connect users and payments
- ▣ Some of these pieces make money, some require different companies

5. Waterline view

- ▣ Example: Education technologies for kids
- ▣ Problems exist above the waterline where you can make money and below where you can't



6. Transformational

- Example: AirBnB, nascent market of rooms not previously available
- Changes a market, more rooms than Hyatt and Hilton, not owned by AirBnB
- 10X better solution

7. Incremental

- ▣ Example: Sumo.com marketing tools that plug into WordPress sites.
- ▣ They are efficiency tools but not necessarily a big business

8. Information Asymmetry

- ▣ Example: TrueCar
- ▣ Wholesale pricing on new vehicles

9. Lateral Thinking

- ▣ Example: Convoy = Uber for trucking industry
- ▣ This for that – applying a Product/Market fit model to a new or adjacent market
- ▣ What happens upstream and downstream of your idea?

10. Industry Trends

- When the internet launched
 - What followed: Infrastructure (picks and shovels) and ecommerce
- When Smartphones launched
 - What followed: Apps
- When Bitcoin launched
 - What followed
- When 5G launches?

11. Supply Chain View

- ▣ When you look at the industry segment:
- ▣ Where is there friction? How can you streamline
- ▣ Where is there margin? Where's the Money?
- ▣ Where is there mystery? There's margin

12. New Industry – New experts

- There were a lot of Crypto experts that pivoted to ChatGPT experts when the market shifted
- When new categories get created, no one has direct experience
- Be careful when you claim to be an expert

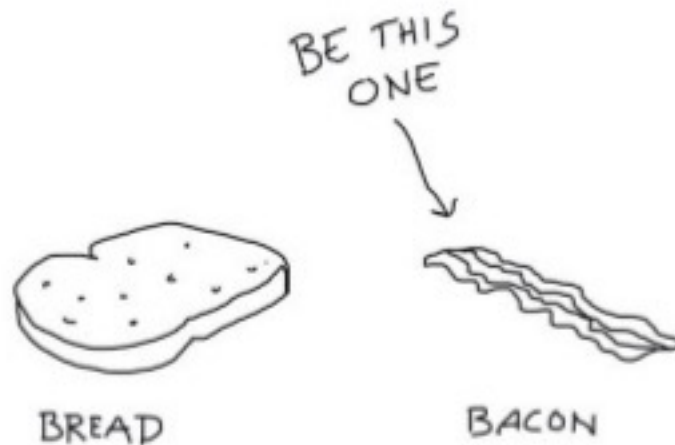
13. Fun!

- ▣ Example: Angry Birds or Candy Crush
- ▣ The only problem solved is boredom!

What's your idea???

Pitching

MINIMUM VIABLE PERSONALITY



Most important step for build product is build product.
Second most important is build personality for product.
No have personality? Product boring, no one want.

Pitching your Idea (the WHAT)

- Clearly communicating your idea is critical for recruiting a co-founder and capital
- Starting strong
- What questions do you want the audience to ask when you're through?
 - Can I invest
 - Can I help
 - WTF?

Dave's Madlibs Pitch

Hi, I'm <your name here>, and my company <your Company name here> the problem I'm solving is <insert problem here>. Our product <insert product info here> is designed for our target customer of <insert target customer here>. We make money by <insert method here> and our team is the right team because <insert why you're awesome here>. I need help with <insert help needed here>.

Workshop – what framework are you following? Do you have another framework to share?

Bad Ideas =

- ❑ Copycat within market
 - ❑ Groupon
 - ❑ Food delivery
 - ❑ Where the market has already raised massive capital
- ❑ Fatal Flaws - hoverboard
- ❑ Features with a dependency on someone else's product
- ❑ Tools with small markets

Surfing Analogy

- ▣ The Wave
- ▣ The Board
- ▣ The Surfer
- ▣ The Trend
- ▣ The Product
- ▣ The Leader/Team

Market timing = bad waves

Small waves are bad

Bad product

Wrong person/team for the market

Are all three lined up for you?



Bring \$\$\$

Should you build it?

Belty, an internet-connected belt



Humans held their pants up just fine with leather belts for thousands of years. But now, there's a better way. According to its maker, the Belty smart belt automatically loosens when you've had too much to eat, using "an actuator that ensures your preferred level of comfort throughout the

And than there's this one



It sounds like America's favorite \$400 juice machine will be no longer.

Tracking your idea(s)

- ▣ Google Sheet
 - ▣ Connecting to research
 - ▣ Don't spend \$\$ yet
- ▣ Note pad
- ▣ Title
 - ▣ Description
 - ▣ Target customer
 - ▣ Why they will buy or use the product?
- ▣ Take a few minutes now!

Market Size – Academic

Resources

- ▣ [Creative Confidence](#) – Tom & David Kelley
- ▣ [Creativity Inc](#): Overcoming the Unseen Forces That Stand in the Way of True Inspiration – Ed Catmull
- ▣ [Industries of the Future](#) – Alec Ross
- ▣ [Play Bigger](#): How Pirates, Dreamers, and Innovators Create and Dominate Markets – Al Ramadan
- ▣ [Innovators Dilemma](#): When New Technologies Cause Great Firms to Fail – Clayton Christiansen. A classic for corporate innovation and why you need to be fast and nimble in your approach to your startup
- ▣ [Black Box Thinking](#): Why Some People Never Learn from Their Mistakes – But Some Do – Matthew Syed

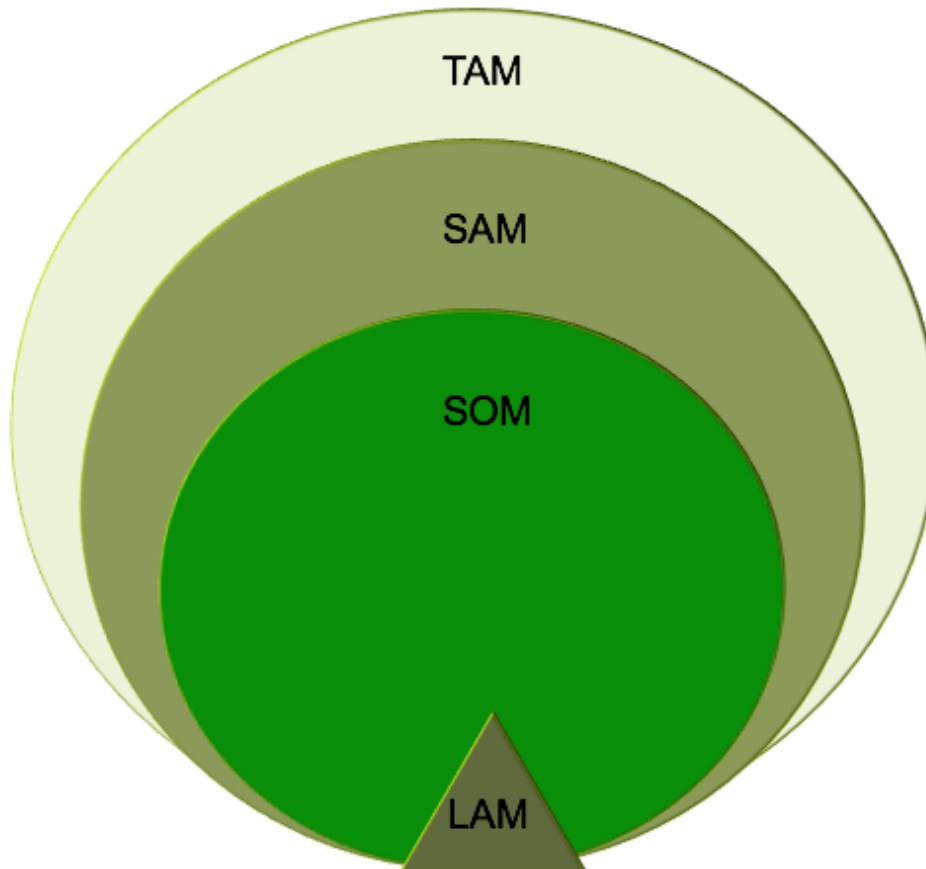
Market Sizing

- ▣ How big is the existing market
 - ▣ Global
 - ▣ Americas
 - ▣ US
 - ▣ Your State
- ▣ How do you put a dollar amount to it?

Market Conditions

- ▣ Nascent market
 - ▣ Future large markets - >\$100M or \$1B
 - ▣ Large market provide “at bat” opportunities
 - ▣ Small markets suck
- ▣ Headwinds or tailwinds?

Who is the Market & Customer



TAM – Total Addressable Market
SAM – Service Addressable Market
SOM – Service Obtainable Market
LAM – Launch Addressable Market.
Who can buy your product at MVP?

Total Addressable Market

- ▣ Also called Total Available Market
 - ▣ Think global – launch local
 - ▣ The Upside
- ▣ Calculating – bottom up, Total number of customers X Annual Revenue for your product
 - ▣ Direct Data
 - ▣ Explicate data
 - ▣ Indirect Data
 - ▣ Implicit data
 - ▣ Triangulation Data
 - ▣ A combination of different data sources

Service Addressable Market

- Or Serviceable Available Market
- The part of the market that can actually be reached
 - Sales and Marketing driven
 - With the features you have now
 - With the product roadmap you have
 - Competition
- Not everyone that might use it, if they found it, if it was in their language and currency

Service Obtainable Market

- ▣ The subset of the market you can capture
- ▣ A proxy for short term upside
- ▣ Not Aspirational

Market Size – Real World

Launch Addressable Market

- ▣ Given you TAM, SAM and SOM – WHO is the customer?
- ▣ And limited features
- ▣ Who can you sell to today?
 - ▣ B2B
 - ▣ B2C
 - ▣ Buyer profile
- ▣ What features will you need to launch to expand your market and price?

10, 100, 1000 Customers

- Have a plan for how you get your first customers
 - 10 – it's you and your co-founder
 - 100 – still you, maybe one inside salesperson, forming a process to scale
 - 1000 – not you, scalable process
- Your LAM maps to your Go-to-Market (GTM)
 - Customer
 - Value Prop
 - Pricing
 - Marketing Spend and Sales effort

Who is your customer?

- Product vs. Services
 - Product is something you can deliver or ship – can you make \$\$ while you sleep
 - Services require people to deliver on the value and promise – consulting or a restaurant
- Who pays the bill?
 - A business
 - The Consumer
- The product user and who pays can be different as in Facebook or Google that make money on advertising

Ideal Customer Profile (ICP)

B2B

- ▣ Company type
- ▣ Vertical
- ▣ Size/Stage
- ▣ Buyer profile
- ▣ User profile

B2C

- ▣ Profile
- ▣ Demographic
- ▣ “Name”

Why/How do they buy?

- ▣ Make Money vs. Save Money?
- ▣ Searching for product
- ▣ Needs to be sold

Bottoms Up Market Size

- How many people can buy your product – given current features/limitations
- How many companies can buy your product – given current features/limitations
- Market Growth
 - Location
 - Region
 - Global

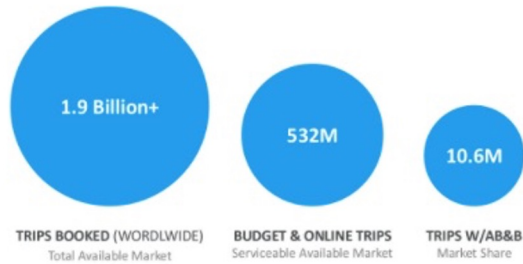
Market Conditions

- ▣ Nascent/New market
 - ▣ Uber, AirBnB
- ▣ Large markets - >\$100M or \$1B
 - ▣ Large market provide “at bat” opportunities
 - ▣ Small markets suck
- ▣ Headwinds or tailwinds?
 - ▣ Covid

Market Size Examples

2. Airbnb

Market Size



5

4. Square

The Market

Mobile payments is a massive, rapidly growing but underpenetrated industry



Opportunity	Market Changes	Square Positioning
<ul style="list-style-type: none"> Traditional card readers are unreliable & expensive Difficult for small business owners to use card services Alternative online services are expensive 	<ul style="list-style-type: none"> Rapidly burgeoning interest in mobile payments NFC tech adoption but credit card usage prevails Capturing a loyal user base has huge revenue potential 	<ul style="list-style-type: none"> First mover advantage Scalable across multiple platforms Low costs address target customer needs

*Source: Ate Group

UberCab

Overall Market

- \$4.2B annually and growing
- Top 4 players combined only 22% of revenues

7.25 THE UNITED STATES

Year	Taxi and Limousine Service (US \$ mln): The United States 2004 - 2014	% of Region	% of Globe
2004	3,858.07	89.89%	22.70%
2005	3,942.95	89.85%	22.42%
2006	4,029.70	89.82%	22.13%
2007	4,118.35	89.78%	21.85%
2008	4,208.93	89.74%	21.56%
2009	4,301.55	89.71%	21.29%
2010	4,396.19	89.68%	21.03%
2011	4,492.90	89.64%	20.76%
2012	4,591.75	89.61%	20.49%
2013	4,692.76	89.57%	20.22%
2014	4,796.00	89.53%	19.95%

Source: Philip M. Parker, INSEAD, copyright 2008, www.iscomgrouponline.com

Exercise - How Big is Your Market

Business Model Canvas – Lean Stack Edition



OHUB Project

LEANER CANVAS 0 COMMENTS

<p>Problem List your customer's top 3 problems</p> <p>+ 0</p> <p>2</p>	<p>Solution Outline a possible solution for each problem</p> <p>+ 0</p> <p>4</p>	<p>Unique Value Proposition Single, clear, compelling message that turns an unaware visitor into an interested prospect</p> <p>+ 0</p> <p>5</p>	<p>Unfair Advantage Something that can not be easily copied or bought</p> <p>+ 0</p> <p>9</p>	<p>Customer Segments</p> <p>+ 0</p> <p>1</p>
<p>Existing Alternatives List how these problems are solved today</p> <p>+ 0</p>	<p>Key Metrics List the key numbers that tell you how your business is doing</p> <p>+ 0</p> <p>7</p>	<p>High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos)</p> <p>+ 0</p>	<p>Channels List your path to customers</p> <p>+ 0</p> <p>6</p>	<p>Early Adopters List the characteristics of your ideal customers</p> <p>+ 0</p>
<p>Cost Structure List your fixed and variable costs</p> <p>+ 0</p> <p>8</p>		<p>Revenue Streams List your sources of revenue</p> <p>+ 0</p> <p>3</p>		

Lean Canvas is adapted from [Business Model Canvas](#) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License. [See the difference.](#)

LEAN CANVAS

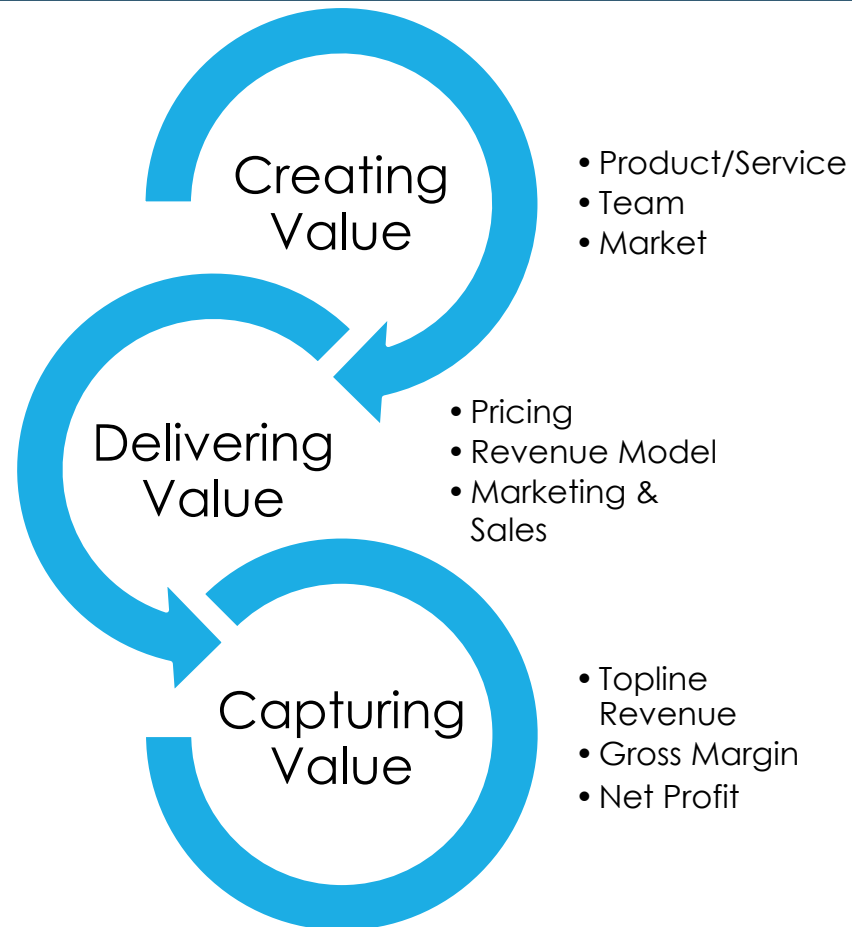
Lean Stack Version

1. Customer Segment
2. Problem
3. Revenue Streams
4. Solution
5. Unique Value Proposition
6. Channels
7. Key Metrics
8. Cost Structure
9. Unfair Advantage

Process

- ▣ Have a thesis
- ▣ Update weekly as you get more data
- ▣ Know how you will make \$\$ ([14 Revenue models post](#))

Business Model Breakdown



Copyright, DKParker, LLC 2020

Creating Value

- Product or Service or combination
- Cost to Build – Team
 - Engineering
 - Design
 - Hosting
 - Manufacturing
- Cost of Delivery & Support

Delivering Value

- Revenue Model
- Pricing
- Customer Acquisition Cost (CAC)
 - Marketing Methods and Spend
 - Sales Models
- Lifetime Value (LTV)
- Note Promotions are not pricing or revenue models (e.g. freemium is a promotion)

Capturing Value

- What's left over!
- Topline Revenue
- Gross Margins
- Net Profit

Pre-Mortem

If Your Startup was to Fail, Why?

- ▣ What's the number one reason
 - ▣ Product
 - ▣ Customer Acquisition
 - ▣ Competition
 - ▣ Lack of funding
- ▣ Rank

Telling Your Story

10 or 12 Slides?

Two Use Cases - Two Decks

Slides for Stage – 4 Min

- ▣ 10 Slides
- ▣ It's a contrived event
- ▣ Check boxes for hitting required elements
- ▣ Supporting Slides

Slides for Conf Room

- ▣ 12 Slides
- ▣ It's about the dialog and understanding the investor questions
- ▣ Supporting Slides

10/12 Slides for Your Pitch

1. Title, Contact Info, Logo
2. **Presentation Overview***
3. Problem
4. Solution/Value Proposition
5. Market Size
6. **Competition***
7. Traction/Timing – why you, why now?
8. Product Roadmap/Demo
9. Go-To-Market
10. How You Make Money/
Pricing
11. Clear Ask/What do you need from Flat6
12. Team

*for conf room pitch. Supporting Slides – Architecture, etc.

[Blog Post](#)

Design & Flow

- Titles of slides should be context <Problem> and <Solution> (not PROBLEM)
- Step 1 – check all the boxes
- Step 2 – find a story arc and narrative
- Design – if you're a plumber, you shouldn't do interior design (sorry) go to Fiverr before final pitches <please don't assault the senses>

Story Arc

- ▣ Every great story has a beginning, middle, end
- ▣ Builds some tension, resolution

True North:

- ▣ What's your customer's life like before your product
- ▣ What's your customer's life like after your product

Famous Pitch Decks

- ▣ 30 Famous Pitch Decks
 - ▣ Facebook, LinkedIn, etc
 - ▣ Early to later stage
 - ▣ Not all had great graphics
- ▣ Uber, AirBnB, Facebook examples

Recap

- ▣ 4 Minute Pitch
- ▣ 8 Minute Q&A
- ▣ ~10 Slides
- ▣ Follow the general order
- ▣ Not 26!
- ▣ Add design
- ▣ You can do it!

Awkward Co-Founder Discussions

Everyone Has Expectations

- ▣ Set up a [process](#) to get the expectations out in the open
- ▣ Pre-Incorporation
 - ▣ Meeting 1 of 2
 - ▣ Why do you want to do this
 - ▣ Capital in vs out
 - ▣ Timing of life
 - ▣ Passion
 - ▣ Go to [Startup Equity Calculator](#)

Co-Founders – Part 1

Startup Equity Calculator - To Get Started

Welcome to the [Co-Founder Equity Calculator](#)! It is based on almost 3 years of one-on-one discussions with entrepreneurs through the co-founders meetup and 8 editions of the [startup conference](#).

Fill out as many of the questions below as possible. If the question doesn't apply to your situation, leave the answer blank. For questions where selecting multiple founders is allowed, try to limit your selection to one or two founders, not everyone.

What this calculator doesn't do: it doesn't handle salaries, co-founders who invest significant cash, or co-founders who join long after the first version of a product has shipped.

For projects that are heavily design-oriented, it's ok to replace the questions about development by design, but keep in mind that you need developers as well.

This calculator is experimental. If you don't like the results, [drop me an e-mail](#) with details and I'll try to make improvements. Thanks!

Also try the [Venture Capital Funding Calculator](#): will VCs invest in your startup or not?

If you need legal advice for your early-stage startup, I recommend [Grellas Shah](#) in Silicon Valley. That firm was founded by one of the more respected [commenters](#) on Hacker News.

Other good stuff to read: [Startup Trends 2017](#) / [Google salaries hurting startups](#) / [Famous Co-Founder Issues](#)

The Questions

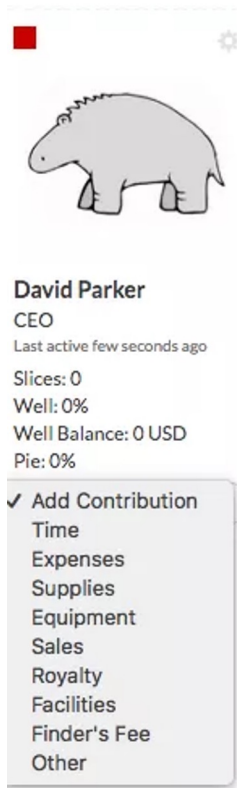
Question	Founder 1	Founder 2	Founder 3	Founder 4
Who is the CEO?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which founders are coding most of the site/app?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who had the original idea and told the others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you could magically hire a few developers, would one of the founders become their manager, and if so, who?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which founders are working part-time and will join full-time once you get funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If this founder left, it would severely impact your chances of raising funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If this founder left, your development schedule would be severely impacted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Co-founders, part 2

- Meeting 2 of 2
 - Print out a copy- bring it to the meeting
 - How far off are you? What responsibilities?
- At Incorporation
 - Reverse vesting schedule
 - What happens when someone leaves?
- Option pool 20%
- Why 50/50 is the only wrong decision

Post Incorporation

- Milestones/Deliverables
- Slicing Pie
 - Market rates
 - Don't over inflate
 - Track time and contribution
 - Regular meeting
 - Weekly standups
- Make HR changes fast – they won't get easier



David Parker
CEO
Last active few seconds ago
Slices: 0
Well: 0%
Well Balance: 0 USD
Pie: 0%

- ✓ Add Contribution
- Time
- Expenses
- Supplies
- Equipment
- Sales
- Royalty
- Facilities
- Finder's Fee
- Other

Dave's Madlibs Pitch

Hi, I'm <your name here>, and my company <your Company name here> the problem I'm solving is <insert problem here>. Our product <insert product info here> is designed for our target customer of <insert target customer here>. We make money by <insert method here> and our team is the right team because <insert why you're awesome here>. I need help with <insert help needed here>.

Session 1 Deliverables

- Track your Venture Ready Score Before/After
 - What can you do over the next 90 days to improve
- What is your Market size, where did you source the data
- Start drafting your 13 slides
- Write is your pre-mortem – if you were to fail, why would you fail
- Have your awkward co-founder discussion
- Write out your Madlibs Pitch

Session 1 Deliverables

1. Title, Tagline, Contact Info
 2. Problem
 3. Solution
 4. Market size – TAM, SAM, SOM
 5. Competition/Timing
 6. Product Demo
 7. How You Make Money/Key Metrics
 8. Go-To-Market
 9. Secret Sauce/Moat/IP
 10. Team
 11. Clear Ask
- Supporting Slides – Roadmap, etc.

[Blog Post](#)